

May 2024

**Julie**  
1974

Our   
grooviest girl  
 returns with  
a new collection

  
**American Girl**



# The American Girl difference

Bringing out the joy of girlhood is at the heart of everything we do. American Girl is more than a collection of toys...it's a world full of magical moments. In our timeless characters, inspirational stories, and memorable experiences, we believe the delightful details make all the difference.



## DESIGNED WITH DETAIL

Our pieces are crafted with creativity and high-quality materials. Made to love for a lifetime and pass down to generations to come.



## TRADITIONS TO TREASURE

Make memories together that will last forever. Our award-winning stores bring to life all the characters and experiences girls love.



## STEEPED IN STORY

Our books spark minds and hearts—empowering girls to grow up with courage, confidence, and strength of character.



## REWARDS TO REDEEM

As an AG Rewards™ member, when you spend more, you get more for your girl—like reward certificates, exclusive access, and special offers.



New!

**Julie**  
1974

**HIPPIE HANGOUT**  
Each record  
plays a different  
'70s-inspired song.

## Growing up GROOVY

Optimistic Julie Albright loves her life in San Francisco. And when life brings change, she is determined to put a positive spin on anything that comes her way.

NEW! Julie™ 18" Doll & Journal / HXK52 \$115  
NEW! Julie's™ Accessories / HXK53 \$32  
NEW! Julie's™ Record Player & Accessories / HXK54 \$42  
NEW! Julie's™ Floral Jumpsuit / HXK58 \$36  
Julie's™ Bunny, Nutmeg / GLJ48 \$28



**SUNNY SETS**  
Find the  
matching  
pajamas for  
girls online!



Julie's™ Groovy Bed & Bedding / GHR39 \$125  
Julie's™ Bedside Table & Shag Rug / GHR38 \$70  
Julie's™ Egg Chair Set / BKD69 \$100  
Julie's™ Pajamas & Robe / GHR37 \$38  
Julie's™ Groovy Bathroom / DYK04 \$195

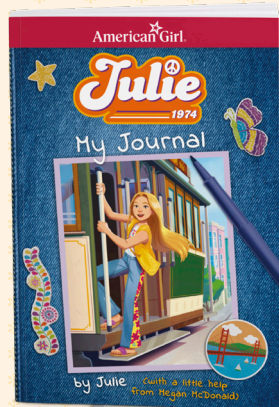
Julie's bathroom is  
decked out with '70s  
details and includes  
20+ pieces!



The toilet makes a  
flushing sound.







Written by  
international  
bestselling author  
Megan McDonald.



NEW! Julie: My Journal Book / HXF90 \$7.99

NEW! Julie's™ School Outfit / HXK55 \$36

NEW! Julie's™ School Lunch Box / HXK56 \$30

NEW! Julie's™ Summer Skating Outfit / HXK57 \$36



**FLOWER POWER**  
Julie's flower  
lunch box includes  
a matching  
insulated  
container, plus  
pretend snacks.



## Standing up for GIRLS' RIGHTS

Julie wants to join the basketball team at her new school. But when the coach says it's for boys only, she starts a petition to let girls play, too—and laces up her skates to collect signatures!

**Julie**  
1974



**GROOVY GEAR**  
Skate in funky-fresh  
style—her blue  
wheels really roll.

New!







# Timeless characters, treasured memories

The  
**AMERICAN GIRLS  
COLLECTION™**

## MEMORY LANE AWAITS!

Each doll arrives in classic  
Pleasant Company  
packaging with a  
paperback book  
featuring the signature  
cover design.



The return of these three fan favorites from  
the **AMERICAN GIRLS COLLECTION™** is  
a celebration of imagination and inspiration.

## Birthdays through the decades

Special-edition birthday outfit and book sets!

New!

**JOSEFINA**  
1824



**NEW!** Josefina Montoya™ 18" Doll, Book & Accessories / HVY63 \$150

**NEW!** Josefina's™ Birthday Outfit & Book / HXK61 \$55

**NEW!** Addy Walker™ 18" Doll, Book & Accessories / HVY62 \$150

**ADDY**  
1864



**NEW!** Addy's™ Birthday Outfit & Book / HXK60 \$55

**NEW!** Kirsten Larson™ 18" Doll, Book & Accessories / HVY65 \$150

**NEW!** Kirsten's™ Birthday Outfit & Book / HXK59 \$55

**KIRSTEN**  
1854



**Josefina's** birthday,  
March 19, is also the feast  
day of San José—the saint  
for whom she was named.

**Addy** chose April 9—  
the day she heard the  
Civil War was over—  
for her birthday.

**Kirsten's** first  
birthday in Minnesota  
on June 8 became a  
celebration of family  
and friendship.







In every era, character counts 

For more than 35 years, our characters have inspired values like courage, compassion, and resilience. Their stories give girls a glimpse into our country's past and present, and how they can shape its future.



Craft idea! Help your girl cut out each character to make bookmarks to keep or share.





# Meet Lila™

girl of the year 2024



When our newest **GIRL OF THE YEAR™** gets the chance to go to horse camp, she can't wait to saddle up and shine.



Lila and Mighty Mae, the friendly corgi, team up to help train the newest horse at Honeycrisp Hill, Hollyhock.

Lila™ 18" Doll & Journal / HRR30 \$115  
 Lila's™ Accessories / HRR31 \$30  
 Lila's™ Horseback Riding Outfit / HRR38 \$40  
 Honeycrisp Hill Horse Stable / HRP13 \$175  
 Hollyhock™ / HRP12 \$120  
 Mighty Mae™ / HRR32 \$20



Hollyhock's extra-long mane and tail can be accessorized with clips, gems, and even extensions in pink, blue, and orange.







As a competitive gymnast, Lila learns the best way to chase a **DREAM** is by sticking together as a **TEAM**.

Lila's™ Gymnastics Practice Outfit / HRR34 \$34  
 Lila's™ Gym Bag & Gear / HRR35 \$38  
 Lila's™ Gymnastics Equipment / HRR36 \$115  
 Lila's™ Gymnastics Competition Outfit / HRR33 \$32  
 Lila's™ Gymnastics Competition Leotard for Girls / E4848 \$49.99  
 Lila's™ Gymnastics Practice Leotard for Girls / E4849 \$49.99

The summer games are coming! Inspire your girl to sparkle like Lila in matching GK Elite™ leotards for girls and dolls: [americangirl.com](https://americangirl.com).

Lila does all things with sparkle! Watch her shine as a family on YouTube, or have your girl watch on YouTube Kids.



Lila finds the confidence to face unexpected challenges in her newest book.

NEW! Lila Goes for Gold Book / HTG28 \$7.99







Earth

Determined,  
fearless &  
curious



May  
EMERALD



September  
SAPPHIRE



January  
GARNET

1. May Enchanting Emerald Outfit / HPT29 \$52
2. September Sparkling Sapphire Outfit / HPT33 \$52
3. January Gorgeous Garnet Outfit / HPT25 \$52



1.

2.

3.

## Birthstone COLLECTION



Air

Energetic,  
loyal &  
artistic



October  
TOURMALINE



June  
ALEXANDRITE



February  
AMETHYST

4. October Twinkling Tourmaline Outfit / HPT34 \$52  
⚠ CHOKING HAZARD (1) Not for children under 3
5. June Exquisite Alexandrite Outfit / HPT30 \$52
6. February Amazing Amethyst Outfit / HPT26 \$52  
⚠ CHOKING HAZARD (1) Not for children under 3



4.

5.

6.



Fire

Creative,  
playful &  
bold



April  
DIAMOND



December  
BLUE TOPAZ



August  
PERIDOT

7. April Dazzling Diamond Outfit / HPT28 \$52
8. December Blue Beauty Topaz Outfit / HPT36 \$52  
⚠ CHOKING HAZARD (1) Not for children under 3
9. August Phenomenal Peridot Outfit / HPT32 \$52  
⚠ CHOKING HAZARD (1) Not for children under 3



7.

8.

9.

Stunning gemstone-inspired styles for **EVERY MONTH OF THE YEAR**



Water

Helpful,  
trustworthy  
& brave



July  
RUBY



November  
CITRINE



March  
AQUAMARINE

10. July Remarkable Ruby Outfit / HPT31 \$52  
⚠ CHOKING HAZARD (1) Not for children under 3
11. November Shimmering Citrine Outfit / HPT35 \$52
12. March Gleaming Aquamarine Outfit / HPT27 \$52  
⚠ CHOKING HAZARD (1) Not for children under 3



10.

11.

12.



# A world of play... **EVERY DAY!**



**MONDAY**

✓ Start the week on a high note by hanging with besties.

@5hensandacockatiel

Image by Sydney Rose Paulsen

**truly me** ★

**NEW!** Truly Me™ 18" Doll & Book / HWY74, HWY75, HWY76, HWY77, HWY78 \$115  
**NEW!** Pretty Plaid Outfit / HXD88 \$26  
 Show Your Sweet Side Accessories / HJH82 \$36  
 Show Your Wild Side Accessories / HJH83 \$36  
 Show Your Artsy Side Accessories / HJH85 \$36  
 Softball Star Uniform / HPG92 \$60  
 ⚠ CHOKING HAZARD (3) Not for children under 3

Full of Flavor Ice Cream Truck / HMF25 \$325  
 ⚠ CHOKING HAZARD (1) Not for children under 3  
 American Girl™ Take the Cake Birthday Outfit / GYD89 \$40  
 Daffodil Doodle™ / HHH74 \$30  
 Barker Posey™ / HHH76 \$30  
 Little Bitty Baby™ 7.75" Doll / HNM22, HNM23 \$26  
 Little Bitty Baby™ Crib & Sleeper Set / HNM24 \$40

✓ Dress to express with the **newest fashions.**

**TUESDAY**



Image by Sydney Rose Paulsen

✓ Score midweek memories with **sports galore.**

**WEDNESDAY**



✓ Sprinkle on the fun with **Jeni's Splendid Ice Creams.**

**THURSDAY**



✓ Be the **best babysitter** on the block every Friday night.

**FRIDAY**



See all the ways to fill her Saturday and Sunday with play at [americangirl.com](http://americangirl.com).

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

AMERICANGIRL.COM | 800-845-0005 | AGES 6+





Turn an ordinary  
overnighter into the  
**SWEETEST SLEEPOVER**  
with the comfiest jammies,  
the coolest friends, and  
the cuddliest pets!



Pajama-party  
approved



The lamp really  
works for a  
night-light glow!



Get cozy for  
catnaps in  
matching PJ  
sets for girls  
and dolls.



Room for two!  
This trundle fits a friend.

NEW! Waking Up Is Ruff PJ's / HVH57 \$26  
NEW! Waking Up Is Ruff PJ's for Girls / HVH91 \$44 Sizes XS-L  
NEW! Comfy Puppy Robe Set for Dolls & Girls / HVJ59 \$55 Sizes XS-L  
NEW! Tropical Taffy Poodle™ / HVH61 \$30  
Room for Two Trundle Bed / HBJ26 \$165  
Day & Nightstand / HBJ27 \$54  
⚠ CHOKING HAZARD (1) Not for children under 3  
Truly Me™ 18" Doll / HWY78 \$115





**DELICIOUS DETAILS AWAIT**  
Scan to take your girl inside this gourmet kitchen to discover all the ways she can cook up fun.



**SIZZLING SURPRISES**  
Each burner makes a different cooking sound.

**BAKED TO PERFECTION**  
The cinnamon rolls and lasagna really change color in the oven.



Host tea for two with a teakettle, teacups, and faux treats.



# Serve up something special

After a slumber-party night, **BREAKFAST WITH BESTIES** is always a delight—and this kitchen has the perfect ingredients for hours of play.



- NEW!** American Girl® Gourmet Kitchen / HWW60 \$295  
⚠ CHOKING HAZARD (1) Not for children under 3  
All food items are pretend.
- NEW!** Kitchen Table for Two Set / HWW62 \$100  
⚠ CHOKING HAZARD (1) Not for children under 3  
All food items are pretend.
- NEW!** Breakfast for Two Set / HWW63 \$25  
All food items are pretend.
- NEW!** Tea for Two Set / HYG84 \$25  
All food items are pretend.

This kitchen can be arranged in multiple ways and includes 50+ pieces!







This happy home  
on wheels includes  
25+ pieces.

The inside of  
the camper  
really lights up.

Camp songs  
and nature  
sounds set  
the vibe.

# Adventure awaits

Gear up for imagination! From the mountains to the beach to the places  
in between, there's a wondrous world just waiting to be explored.



Cruise around in the  
cutest sports car—it's  
remote-controlled!



Sightsee in style!  
The scooter's  
sidecar even fits  
a furry friend.

Explore more getaway play at [americangirl.com/travel](https://americangirl.com/travel).

After a campsite  
meal, the table and  
chairs fold up for  
easy storage.



Get Outside Camper / HGL95 \$325  
⚠ CHOKING HAZARD (1) Not for children under 3  
Get Outside Camp Table & Chairs Set / HGL96 \$60  
⚠ CHOKING HAZARD (1) Not for children under 3  
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Casual Campsite Outfit / HGP97 \$34  
AG™ RC Sports Car – Pink / GPM73 \$225  
Fun in the Sun Travel Outfit / HMF22 \$45  
Packed with Fun Luggage Set / HMF21 \$58  
⚠ CHOKING HAZARD (1) Not for children under 3  
Coconut Chip™ / HHH77 \$30  
True Blue Scooter & Sidecar / HFY16 \$98  
Fun in the City Travel Outfit / HMF24 \$45  
Barker Posey™ / HHH76 \$30



# welliewishers<sup>®</sup>

A wonderful world where imagination meets first friendships



All WellieWishers<sup>™</sup> dolls are 14.5" tall.

Magical moments await with the WellieWishers!

Watch as a family on YouTube or have your girl watch on YouTube Kids.



Bryant<sup>™</sup>

Emerson<sup>™</sup>

Camille<sup>™</sup>

Kendall<sup>™</sup>

Ashlyn<sup>™</sup>

Willa<sup>™</sup>

Bryant<sup>™</sup> Doll / HHP70 \$65  
Emerson<sup>™</sup> Doll / HBG44 \$65  
Camille<sup>™</sup> Doll / HBG46 \$65  
Kendall<sup>™</sup> Doll / HBG43 \$65  
Ashlyn<sup>™</sup> Doll / HBG45 \$65  
Willa<sup>™</sup> Doll / HBG47 \$65

WellieWishers<sup>®</sup> Treehouse Castle / HHD39 \$275  
⚠ CHOKING HAZARD (1) Not for children under 3  
All food items are pretend.  
Crisella<sup>™</sup> the Dragon / HHD37 \$26  
Fairy-Tale Florals Outfit / HHD38 \$26  
Tea Time Cart / HHD36 \$45  
⚠ CHOKING HAZARD (1) Not for children under 3  
All food items are pretend.



Girls can dream of fantastical adventures in these pajamas made to match the WellieWishers.

Royal Canopy Bed / HMJ74 \$48  
Breakfast in Bed Tray / HMJ75 \$26  
⚠ CHOKING HAZARD (1) Not for children under 3  
All food items are pretend.  
Pegeen<sup>™</sup> the Pig / HMJ76 \$26  
Royal Ruffles Nightie & Robe / HMJ77 \$26  
Royal Ruffles Nightie & Robe for Little Girls / HMJ78 \$44 Sizes 4-7  
Ready to Be Royal Outfit / HNX37 \$26  
WellieWishers<sup>™</sup> Fairy-Tale Dress-Up Set / HJR09 \$48  
Ready to Be Royal Desk Set / HNX35 \$32  
⚠ CHOKING HAZARD (1) Not for children under 3  
Ready to Be Royal Accessory Set / HNX36 \$26  
⚠ CHOKING HAZARD (1) Not for children under 3



Ready to Be Royal Book / HNN00 \$5.99 Audiobook available.  
A Fin-tastic Surprise Book / HNM99 \$5.99 Audiobook available.  
The Princesses and the Dragon Book / HJD39 \$5.99 Audiobook available.





# bitty baby

My first American Girl™ doll

Bitty Baby® teaches little ones kindness  
they will carry in their hearts forever.



Bassinet Stroller / GYL65 \$110 Ages 3+  
Pink Bunny Overalls Set / GYL66 \$22  
Beautiful Blooms Pajamas for Little Girls / GYM27 \$40  
Flame-resistant. Sizes 2T-6

## Choose a Bitty Baby® to love

Bitty Baby® is 15" long and has eyes that  
open and close, a cuddly cloth body, and  
a head and limbs made of smooth vinyl.



Bitty Baby® Doll / \$60 Ages 18M+  
Bitty Baby® Doll, Stuffed Animal  
& Board Book / \$75  
Bitty Baby® 1 Pretty Pink / GYL16  
Bitty Baby® 2 Soft Blue / GYL23

Bitty Baby® 3 Pretty Pink / GYL18  
Bitty Baby® 4 Soft Blue / GYL25  
Bitty Baby® 5 Pretty Pink / GYL20  
Bitty Baby® 6 Soft Blue / GYL27



## bitty baby splash

Designed for real **WATER PLAY**,  
this Bitty Baby is suited up  
for fun with your little one.

Flamingo Fun Play Set / HNM17, HNM18, HNM19 \$79 Ages 2+





create your own™

The ultimate gift is  
**ONE YOU CREATE**

Now with more combinations to explore than ever before!



CHOOSE  
A DOLL



STYLE  
HAIR



TRY ON  
OUTFITS



ADD  
ACCESSORIES

Doll is  
custom-made  
& delivered!

Includes a  
**FREE**  
personalized  
video for your girl  
with purchase.

Fun with Fashion  
Outfit

Create Your Own 18" Doll / \$220  
⚠️ CHOKING HAZARD (1) Not for children under 3

Get started at [americangirl.com/create](https://americangirl.com/create)

Relaxed to the Max  
Outfit



Win the Weekend  
Outfit



Butterflies & Unicorns  
Outfit



Let's Have a Party  
Outfit





**American Girl.**  
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P32-MAY24



Spend a day  
to remember  
forever

From teatime traditions in our café to special birthday celebrations,  
endless memories are in store when you visit American Girl®.

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